

Jayci Haase

digital marketing | writing | brand management

Contact

Columbus, Ohio
567.341.0455
jaycilhaase@gmail.com

Education

The Ohio State University
Bachelor of Arts
Strategic Communication
2012 – 2016
Additional areas of study:
Psychology - Organization & Performance; Fine Arts

Profile

Resourceful and creative digital marketing professional with 4 years' corporate and agency experience within a variety of industries. **Focus areas:** digital marketing and social media, brand and content management, writing, design. **Impact:** Adaptive, attentive, and composed in managing projects; Consistently exceeds goals and project expectations. Successfully upholds and elevates brand identity across all marketing channels.

Experience

July 2019 – Present

Marketing Manager • Function5 Creative

Work: Responsible for Digital marketing strategy and execution for a range of clients, including: Social media and reputation management • Website updates and blog posts • Email marketing • Paid social campaigns • Contributes graphic design, photography, and copy writing.

Achievements: Doubled social media engagement across clients; Established blogs for two clients, converting several hundred monthly users from social platform to website; Increased client web traffic with paid campaigns; Increased client social following by 30%.

July 2018 – July 2019

Social Media Manager • BIBIBOP Asian Grill

Work: Managed digital presence of nationwide fast casual restaurant chain, including social media, email marketing campaigns, and reputation management • Established and upheld digital brand standards • Primary brand copy writer, including digital and print collateral • Scheduled, monitored, and recorded insights for social media activity • Implemented paid social promotions • Influencer relations • Graphic design • Managed company contact email.

Achievements: Implemented updated brand voice. Doubled Instagram followers and Facebook page likes; Exceeded digital reach and foot traffic records for Grand Openings using digital promotions; Increased average engagement rate on Instagram by 2%; Developed relationships with 15+ Ohio social influencers.

May 2016 – July 2018

Marketing Specialist • Allied Mineral Products

Work: Managed website updates and content creation • Developed company social media • Designed and wrote copy for print collateral • Coordinated Trade Shows • Drafted internal & external

communication pieces (newsletters) • Designed graphics for trade show displays • Contributed to internal communication initiatives.

Achievements: Co-led complete website re-design - including interface planning, content creation, and SEO – resulting in an increase in traffic; Implemented successful internal product education program for sales team; Established social media presence; Wrote three company news releases picked up by trade publications.

Skills Overview

Social Media Management
Website Management
Email Marketing
Brand Management
Copy Writing
Reputation Management
SEO
Media Relations
Photography & Design

Skills • Details

- Facebook Business Manger
- Facebook Ads Manager
- Instagram for Business / Creators
- Google Business Manager
- WordPress
- Adobe Creative Suite – Photoshop, Illustrator, Lightroom
- Google Analytics, Ads
- Hootsuite, Sendible
- Yelp for Business Owners
- Asana Project Management platform

Additional & Volunteer Experience

2014 – 2015

Educational Programming & Public Relations • Metroparks Toledo

Work: Presented historical programs & tours for all age groups • Created new parks programs • Assisted with planning & execution of Metroparks events • Social media development • Story published in monthly Parks magazine • Redesigned and operated Parks Pinterest page • Assisted with crisis management after flood damage.

May 2010 – Present (Yearly Volunteer Position)

Programming • Napoleon Area Schools Outdoor Education

Work: Assists with fundraising and program planning for annual 5-day camp including events, guest presentations, entertainment, meals, apparel • Teaches educational activities and classes for 6th grade campers, focusing on teambuilding and nature • Supervises high school and college counselors in caring for 6th grade campers • Camp Photographer • Additional logistics assistance including equipment prep, transportation, and maintenance.

Links

<https://jaycihaase.com/>

<https://www.linkedin.com/in/jayci-haase/>